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THE IMPACTS OF PUBLIC TRANSPORT POLICIES ON A NON MOBILITY AREA: FRENCH STUDY CASE IN THE NORTH OF FRANCE

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ABSTRACT

Many regeneration projects aim at producing a benefit of the population around them. However, it may happen that the socio-economic problems and needs of the territory involved are not completely understood.

This paper reports on a case study of the northern part of France, namely *Bassin-Minier*, which used to be a coal mining area. It is a particular metropolitan area with a specific geography and spatial distribution, which faces different social problems, along with a limited public transportation system.

Focus groups were used as a methodology to disentangle the transport behaviour, situation and needs of the people living or working in this specific territory due to the limited availability of other recent sources of information. We have chosen to focus specifically on groups with limited availability of transportation or in risk of social exclusion. This research also aims at contrasting different future and recent transport and regeneration projects with the population under study, to understand whether these projects are found beneficial by them.

Keywords: public transportation, private transportation, focus groups, qualitative analysis, household travel survey

1. Introduction

Although there are many definitions of "urban regeneration", they basically agree on the fact that it is a process in which different authorities intend to foster the social and economic development of a certain region (Couch et al., 2011) by bringing back economic activity to the area, and by promoting the enhancement of the urban environment. Our study area is particularly affected by this phenomenon after the decline and closure of the mining industry in the 80s (Conférence Permanente du Bassin Minier, 1998). Moreover, it is widely accepted by researchers that transport disadvantage reduces the opportunities of socio-economic development and may contribute to social exclusion. Among other factors, the lack of an adequate transport provision limits the possibilities to access different basic services {Levitas 2007 #288}.

During the last years, different policies have been implemented aiming at regenerating the economic, social and environmental situation of the towns belonging to the *Bassin-Minier*, which is the ex-coal mining area in the top North of France, in the Nord-Pas-de-Calais Region. For instance, think of the recently opened of the new museum Louvre-Lens. With regards to transportation, the improvement of public transportation has been deeply discussed by means of one tramway and one Bus with a High Level of Service (BHLS) lines. Unfortunately, to understand the mobility patterns of this area the two only household travel surveys (HTS) available for this region were carried out between 2005 and 2006. In general terms, HTS show that the share of public transportation and other sustainable modes is very low. This region is recognized to have had many socioeconomic problems over the last decades. Therefore, one may think that why their mobility patterns and needs are not well understood.

The study of mobility patterns is in general made through different types of surveys, such as travel and activity diaries, and time-use surveys. However, many researches have shown the utility of qualitative methods to fill the gap of information, {Jones 2003 #601} even if quantitative and qualitative methods have always faced a division among researches. In fact, the integration of quantitative and qualitative research has become more and more common while the utility of both methodologies has been highlighted (Sale et al., 2002) {Crang 2002 #128} {Bryman 2006 #600} {Zolnik 2009 #499}. There has always been a debate on the reliability of qualitative methodologies due to the lack of scientific rigor, however authors such as Clifton and Handy (2003), and Lovejoy and Handy (2008), expose that qualitative studies elicit important information that cannot be obtained by quantitative approaches because of the complexity of studying travel behaviours. In fact, qualitative methodologies may help on the understanding of quantitative results. Besides, methodologies such as focus groups (FGs), may be useful to uncover the uncertainties provided by utility models. Lately, interesting qualitative studies related to transportation have been carried out. For example, Lovejoy and Handy (2008) used FG to study the transportation problems of Mexican immigrants in California. By carrying out this study they obtained important information useful for transport policy. More recently, Lucas (2011) presented the problems of social exclusion in the Tshwane region of South Africa by using a qualitative methodology.

She exposes the problems of low income population and present appropriate solutions to address their needs.

The objective of this paper is threefold: first, it is to show how people in this specific area in the north of France commute; second, it is to explain their mobility patterns and needs as a result of historical features and current situation; third, it is to propose different policy alternatives aiming at reducing their accessibility problems to improve their social and economic situation, which would contribute to urban regeneration.

Herein, we report he answer to questions about the point of view of the population on the living environment, economic activities, transport, services and opportunities for a further development. We chose different segment of population like students, retired people, working population and people in social reintegration. We show that there are important differences in mobility behaviours and patterns which depend on age of population and urban form. The methodology of the FGs helps to fill the gap over uncertainties provided by quantitative analyses and to explain results provided by the two available HTS. It proves to be an important tool for a better understanding of mobility behaviour and finally, it helps to evaluate transport services and to better comprehend the variables which influence the location of inhabitants.

This paper is divided into 6 sections. After this introduction, section 2 describes the study area, past and present trends. Section 3 presents the methodology of this study along with the sample. Afterwards, section 4 discusses the main findings of the several FGs conducted. Finally section 5 suggests some policy implications and presents the conclusions.

2. Overview of the case study area

In general, the Nord-Pas-de-Calais region, in the north of France, is a very interesting case study. Located in the heart of Europe, the crossroad of three main European capitals (Paris, Brussels and London), it is benefited by an excellent geographical situation with many different transport infrastructures, such as highways, neighbouring waterways, high speed rail, and dense rail networks. However, these infrastructures have not been enough to promote integration and development. As mentioned by different authors {Di Ciommo 2006 #606} {Laigle 12/2007 #607} different problems related to socio-spatial cohesion still remain. The socio-professional characteristics of the population show the industrial past of the region with only 12.2% of employees in skilled or intellectual jobs in 2006. This area has not really recovered from the past social and economic crises and it is still an area that concentrates different problems such as high mortality, scholar abandon, and unemployment.

As explained by Couch {Couch 2011 #588} the conurbations of Lille experienced already in the 50s and 60s a decline of the textile industry, and years later it took the turn to the mining industry. The coal mining industry officially finished its activities in 1990 and since then, it has been a territory under regeneration. In general terms it was expected that tertiary sector jobs would take the lead in economic development.

Many different measures have been taken as urban regeneration initiatives. As an example, in 2002, the French Government decided to promote the development of Lyon, Lille and Marseille into European cities {Couch 2011 #588}. More recently, the inauguration of the museum of Louvre-Lens, which is linked to the famous Louvre in Paris aims at improving the image of this former coal-mining territory. Couch et al. {Couch 2011 #588} provides a thorough vision of urban renewal adopted by France in the last decades.

Nowadays, this territory has two important transport projects, the first is a tramway line from Lens-Liévin-Hénin-Carvin and the second is a BHLS one from Béthune to Bruay-la-Buissière. They concern the most frequent bus routes named “BuLLe” with the highest number of passengers.

This coal-mining area has a surface area of 76,115 hectares. It had a total of 594,017 inhabitants in 2011. It also corresponds to the urban transport perimeter of the *Syndicat Mixte des Transports (SMT) Artois-Gohelle* (Regional Transport Authority) as shown on Figure 1. The *SMT Artois-Gohelle* is the local authority in charge of transport and mobility policies for 115 towns belonging to its territory. Few studies concerning this area with regards to transport issues exist. One study shows a very low household motorization in Lens (Lambert et al., 1988). However, this territory presents special features. It is a polycentric territory with two main centres: Lens (36,120 inhabitants in 2008) and Béthune (25,697 inhabitants in 2008). It also presents suburban, peri-urban and rural belts.

[INSERT FIGURE 1 ABOUT HERE]

2.1. Understanding former mobility patterns in the Coal Mining area of Lille

Our studied territory is made of 115 towns where each one has a completely different density of inhabitants with different transportation needs. Nevertheless, they are all grouped in one urban transport perimeter.

Around 1965, oil consumption exceeds coal consumption. This is the beginning of the decline of the French coal industry. Oil is cheaper than coal. The coal mining industry is less productive in the Nord-Pas-de-Calais Region than in the other French regions. This new source of energy will come to confirm the decline of the industry of coal mining (Langrand and Paris, 1995).

During the mining era, services were concentrated around the mine shaft. Miners and their families could access all the services and jobs on foot (Froger et al., 2010). This explained short distances between their homes and workplaces. The social mining system provided many handouts to miners’ families in terms of transport, habitat, healthcare or education. Nowadays, it is more difficult because jobs, services such as education, health and shopping centres are more scattered around the territory. So, it creates many trips, mostly carried out by private car (63% around Lens, 71% around Béthune against 60% for the French average).

[INSERT FIGURE 2 ABOUT HERE]

2.2. Current mobility patterns

Table 1 represents the main transport mode used considering the place of residence of the interviewees in the HTS available on the study area. We have identified, by analysing the two available HTS, the need to reduce the number of car journeys and to encourage public transport usage in order to promote a more suitable mobility. The most important result of these two HTS is the 2% of share for urban public transport whatever the place of residence. In other words, it means, for our study area, only 2% of people take the bus to realise their displacement if you live in a rural or a peri-urban zone or in a centre. Surprisingly, it means even in very dense territories (like in centre, urban pole or secondary pole), the market share of public transport is only of 2%.

[INSERT TABLE 1 ABOUT HERE]

The quantitative results of the HTS exploitation are not satisfactory. For example, it does not explain the weak share of the public transport whatever the place of residence. Qualitative analysis can help to interpret quantitative results more easily and efficiently (Stopher and Jones, 2001).

Although HTS intend to provide information regarding the mobility patterns of the population of a certain territory in a representative manner, there are different authors such as Atkinson and Kintrea (2001) and Levitas et al., (2007), that discuss that certain groups are -at least- under-represented in HTS. They may suffer from a high degree of transport exclusion and other related area effects that we are not able to distinguish from the HTS results. A qualitative approach, considering the specificities of the population, can be an interesting thing. So, we choose to realise FGs with different populations in line with the specificities of the territory. The aim of the FGs is to provide a better knowledge of the mobility behaviours and the representation of different transport modes.

3. Methodology and sample

Qualitative analyses have received a lot of criticism. For example, the criticism concerns the small number of participants in a FG, which cannot constitute a representative sample (Linhorst, 2002). Paired with quantitative analyses, FGs can provide more information about the studied topic. Qualitative methods provide useful information, although their representation is by nature biased, they are in fact only considered to be representative of themselves. As noted by Currie and Delbosc {Currie 2010 #610}, they are useful to explore causality among transport problems and social impacts.

Moreover, as we explained before in the first section, it might happen that certain population segments are not wholly represented in the survey, as explained by Hannes, et al. {Hannes #602}. It commonly happens with young or poor people. Therefore these population segments tend to be underrepresented.

The authors used FGs as a means for understanding certain minority groups which are commonly not well represented in the HTS (Lucas, 2011, Lovejoy and Handy, 2008), in order to inform, suggest and offer possible policy recommendations to improve their situation. The information obtained is also useful in order to be compared with the results of the two HTS available in the territory (2005 and 2006).

It is worth highlighting that no incentives were given to the people coming to the sessions. Sessions were organised in conference rooms made available by the respective employer or association. Participation was neither mandatory nor rewarded. Beforehand, many meetings were held in order to present the aim of this study to different authorities to allow these sessions to be held at their own center.

The sessions were always conducted by at least one of the authors with some external help to note taking. Each group consisted of, on average, 10 participants and the discussion lasted approximately one and a half hours. Sessions were carried out in an informal manner, posing questions about certain topics in order to raise the discussion.

Nine FGs were carried out in different towns (Hénin-Beaumont, Carvin, Oignies and Lens in the eastern part of the study area) during the year 2012. They were attended by people coming from many different towns in the region that for any reason had to go to the places where the FGs were realised.

We chose to focus on different types of population: Elderly (Retired), University students, unemployed, people enrolled in different social reinsertion programs, people involved in a cycling association and finally, regular workers without socioeconomic problems, in order to contrast their point of view. These different types of population offer a wide range of possible mobility solutions according to the specificities of our study area. To our point of view they all had transport limitations and their point of view about the transport situation of this area could disentangle both the lack of use of public transportation reflected in the HTS and their social exclusion situation. Table 2 shows the professional profile of each FG.

1) Retired people and representatives of civil society from the "*Conseil de Développement de la Communauté d'Agglomération de Hénin-Carvin* (CAHC)": 9 people, 1 woman and 8 men.
2) Workers from the CAHC: 8 people, 4 women and 4 men.
3) Cyclotourists from different biking associations near Hénin-Beaumont: 6 people all men.
4) Disadvantaged people from the community center for social action (CCAS) of Carvin: 36 people divided into 4 groups.
- The first group was composed of 6 people: 5 women and 1 man. They were mainly adult recipients of social minima and unemployed.
- The second group was composed of 10 people: 3 women and 7 men. They were mainly young adults without professional project and too young to benefit from the social minima.

- The third group was composed of 12 people: 8 women and 4 men. They were mainly people in situations of illiteracy and who want to learn the basic skills.
- The last group was composed of 7 people all women. They were mainly adult recipients of *social minima* (guaranteed minimum income), and unemployed.

5) Young people experiencing difficulties from an association of Oignies *Rencontres et Loisirs*: 5 people, 2 women and 3 men.

6) Students from the Institute of Technology from Lens: 10 people, 6 women and 4 men.

According to this description, it is possible to assert that we focused on disadvantaged people (5 out of 9 FGs).

[INSERT TABLE 2 ABOUT HERE]

Participants also completed individual questionnaires, mainly closed ended questions, which main results are presented in Table 3.

[INSERT TABLE 3 ABOUT HERE]

Figure 3 shows the distribution of the participants of the nine FGs. This figure is just focused on people who lived in the study area. Finally, maps similar to the one in Figure 3 were handed out to participants, who used them to answer questions as: Where do you live? / Where do you carry out most of your activities? / Where do you enjoy going to?

[INSERT FIGURE 3 ABOUT HERE]

4. Main findings from the BM focus groups

After transcribing the FGs conducted, our qualitative analysis may be summarized into 8 points: representations of the study area, job opportunities, driving licence, car, urban public transports, other transport modes, vision of structural planning projects and vision of the sustainable development. The results presented below show the main ideas extracted from the transcript of FGs. The use of a software to analyse the information was tested but it showed no great outcomes. All the sessions were recorded and transcript was carried out by one of the authors in the same language (French). Unfortunately the use of the software is extremely linked with the accuracy of the transcript.

4.1 Representation of the study area

The historical mining culture is still very present. This culture often means proximity (workers from the CAHC). During the mining era, the populations were grouped around the mine shafts. People didn't have to travel, or just a little bit, to go to work or to other places of service. All the services were accessible on foot. Natives are attached to their territory of birth.

"Social and family roots have an impact on the choice of place of residence. These two factors may be stronger in this area than anywhere else in France." (Cyclotourists)

“We come from here, were born here, we have our roots here so obviously we have ties ... I stand in the neighborhoods where my parents lived, where my grandparents lived. I have a cultural history here.” (Young person from Oignies)

There may also have a vision of a region suffered. For major cities of the study area, facilities seem sufficient. This is not the case for the towns of Oignies and Carvin where a lack of services and facilities exist. Most of participants want a larger services supply.

“Carvin station closed for twenty years: we had to move to Libercourt.” (First group of disadvantaged people)

“The pool burned, we must now go to Courrières by bus.” (Third group of disadvantaged people)

The maps handled out to the participants showed us that, especially in the case of people in risk of social exclusion, the knowledge of the region is quite limited. They tend to move in the same area for most of their activities. On the other hand, University students tend to come to the territory to study but many do not live here. They go to other places like the city of Lille for leisure activities. Finally, the groups of people in the biking-group (cyclotourisme) have a more expanded vision of the territory and its opportunities.

4.2 Job opportunities

People who already have a job or who are retired express the lack of activity on the study area. Jobs in shopping centers are only available to very few disadvantaged.

“There are no jobs with high added value in the territory.” (Retired people)

“There is a lack of voluntarism to work elsewhere.” (Cyclotourists)

State handouts offered during the mining period remained rooted in some families. For example, it is common for some people to go see the mayor of their city to get a job for themselves or a family member.

4.3 Representation of the driving licence

Young or disadvantaged people link the access to employment with the possession of a driving license or a private car. To find a job, as in many territories, a driving license is essential.

“No job no money, no money no driving license: vicious circle!” “There are many employers who say that without the driving license they do not hire.” (Young person from Oignies)

“Now if you do not have a driving license you do not have work. There are many jobs in which it is necessary.” (Second group of disadvantaged people)

The first problem is the price of the driving license, around 1,100€. The second problem lies in the acquisition of knowledge of the Highway Code.

“I do not have a driving license because it is too expensive.” (First group of disadvantaged people)

“I do not have a driving license because I mess with the code." (Young person from Oignies)

4.4 Representation of the car

The majority of trips are made by car except when individuals do not have a driving license. There are few recreational facilities in the area. The use of a car is essential to have access to these facilities. The car remains the most often used, the fastest and the most convenient transport mode. There is no problem to park in the study area (Workers from the CAHC).

“Inevitably for me it is the most convenient way, maybe not in monetary terms but in terms of time.” (Workers from the CAHC)

“Before, I had no car, I could not leave my home without my parents.” (Students from the Institute of Technology of Lens)

To go to the Institute of Technology, it is more convenient to use one’s own car as train and bus do not always match. Even to eat at the university restaurant which is not in the Institute, it is sometimes necessary to go by car to save time on the often short noon breaks (Students from the Institute of Technology of Lens).

The car is seen as used to purchase or carry heavy objects (cyclotourists). However, for the elderly or retired people, the use of the car is not unproblematic (Retired people).

“We can no longer drive (aging of the population) ... my housekeeper brings me or my niece because my children live far.” (Retired people)

4.5 Representation of the urban public transport

The problems incurred by the participants about the urban public transports are of 5 kinds: the service of the public transport (PT), the timetables, the travel times, the cost of using PT and the other activities do not match properly the PT.

“It is for me a kind of concentration of transport of the strong points and other areas are a little left out.” (Workers from the CAHC)

There is a clear desire for more PT in rural areas and on Sunday. As the population lives more and more away from the centers, it is not possible to ignore the needs for PT in the most rural areas. In the same way, on Sunday buses do not run except in Lens or in Noyelles-Godault. So it is difficult to move if people do not own a car.

“Before there were buses to the Hénin-Beaumont hospital, now there are no more and it is annoying.” (First group of disadvantaged people)

“On Sunday, buses do not run so we cannot do anything.” (Young person from Oignies)

“On Sunday there is no bus... it is blocked, it is dead.” (Third group of disadvantaged people)

Shuttles could be generalized to specific events (markets, spectacles, fireworks). Currently there are shuttles to the Béthune or Lens market organized by the transport authority with a bus every half hour.

Timetables and travel times does not seem appropriate. There is a lack of PT during the night for example for an evening out. To make PT more attractive it would be necessary to increase the frequency and expand the timetables. In 2012, the transport authority had made some changes on the organisation of the PT network. These changes in the network of PT do not seem to have an impact on the trips of participants.

“If I do not take the bus to work it is mostly because the timetable is not suitable, there is never a bus early in the morning so I take the car.” (Cyclotourists)

“The timetable is the problem, the bus runs until 8:00 pm after it no longer passes.” (Young person from Oignies)

“It's hard for me to say that I leave the meeting because I have to take my bus.” (Workers from the CAHC)

Travel times by bus are perceived as too long, sometimes longer than by car (workers from the CAHC). For disadvantaged women, who live in Carvin, it is possible to perform many activities by walking. Travel times by bus are often very long compared to the travel time on foot (Second group of disadvantaged people).

“At least to move further, you must first go to Henin-Beaumont ... or you must take 4 buses.” (Young people from Oignies)

“There is no culture of PT here.” (Students from the Institute of Technology of Lens)

“They tell me all the time that's too long. For example to go from Carvin or Henin-Beaumont to Libercourt you need 40-50 minutes while you could do it in 10 minutes. This is often one of the obstacles to the use of the PT.” (Third group of disadvantaged people)

For most of participants, using PT is too expensive. Taking the PT with the family, for example for leisures, can be costly (first group of disadvantaged people). There are special rates for large families or disadvantaged people, but the information is hard to be known and understood.

“Going by bus is even more expensive than taking the car.” (Retired people)

“It costs me even more to go to Lens and Béthune by PT.” (Workers from the CAHC)

Places of employment in the periphery of the study area are often few or not served by PT. PT access is too long when accessibility exists. It is notably the case for the huge shopping center of Noyelles-Godault (retired person). Another difficulty may be transporting purchases when using PT. Difficulties must be an obstacle to the use of PT (cyclotourists). There has been a development of alternatives by the most vulnerable populations such as the use of the pushchair to help transport purchases (First group of disadvantaged people).

4.6 Vision of the other transport modes

Carpooling is practiced by the students of the Institute of Technology of Lens, some young disadvantaged people or workers in a same company. Elsewhere carpooling is non-existent. Sometimes carpooling can be enhanced between participants in the same meeting (cyclotourists). Carpooling is easy with some friends (third group of disadvantaged people). Interestingly, the University of Lens (Institute of Technology of Lens) has put into practice a good example of sustainable mobility with efficient resources. They have implemented a system of car pooling where students are allocated in groups according to their place of residence. Therefore it is easier for them to agree on time-schedules to arrange home based trips to University and back. In the hall of the University, a chart that must be completed is available. Students have to register their name and place of residence as well as the start and the end of their classes. Everything is organised to be easy for carpooling. Students find it advantageous, especially for financial reasons, and do not consider that being classified by place of residence has any negative connotation.

“There are systems unorganized, neighbours helping neighbours, illegal parking of car and then make carpooling.” (Retired people)

Websites offering this service exist but the reflex is not yet developed. Carpooling is difficult to implement, everyone has different schedules (cyclotourists, young people from Oignies).

“We wanted to set up a table of carpooling for students who live in a same area can meet… after free choice to accept carpooling or not.” (Students from the Institute of Technology of Lens)

It is common to request the neighbours to be accompanied. Nevertheless, it is more complicated with a large family. As a person in the first group of disadvantaged people said: “it would required a minivan”. Anyway, car loan can not be envisaged.

“Asking someone to loan his car is like asking him to lend us € 20,000." (Third group of disadvantages people)

Express Regional Train (TER) seems appropriate for the service to major centers of the study area and the city of Lille. The problem will be in the bus service of the various train stations in the area.

“You need 40 minutes to go to Lille. It does not take long to serve Libercourt.” (Third group of disadvantaged people)

“I come from Béthune then I take the train, it's simple: Lens-Bethune it’s ok!” (Student from the Institute of Technology of Lens)

Taking the train without a car is difficult because travel time by bus can be very long (Young people from Oignies).

Concerning bike, this is not mentioned as an easy transport mode to use even if 72% of participants have one.

“Here you go by bike and you get crushed easily.” (Students from the Institute of Technology of Lens)

“People are afraid to cycle because they feel insecure about the car.” (Cyclotourists)

Bicycle use is perceived as complicated especially by the younger generations.

“We must succeed in getting a place among the cars.” (Fourth group of disadvantaged people)

If distances are too small the bike is not used and people walk. If the distances are too large they prefer to take the bus. Moreover, the weather conditions of the study area not seem typically favourable.

“In the summer it's great when the weather is good.” (Third group of disadvantaged people)

There are problems of connectivity between bike paths that are not continuous in the area and barriers to the use of the paths (retired people). Cycling can be problematic to make trips between home and the workplace (cyclotourists). There are some difficulties to combine cycling and PT. It is not possible to take a bike on the bus and there are no secured locations at the bus stops (first group of disadvantaged people).

Walking is practiced especially over short distances and disadvantaged populations.

“It saves money!” (First group of disadvantaged people)

The lack of pedestrian streets does not make travelling on foot easy. Often cars do not respect restrictions.

“Cars are on the sidewalks and we must walk on the road.” (Fourth group of disadvantaged people)

The use of walking limits the distances that can be travelled. But for some people this would not be an obstacle to the realization of their activities because they can do many things on foot (second group of disadvantaged people).

Concerning the new mobility services, participants to FGs have few or no knowledge of the new mobility services implementing in the territory and proposed by the transport authority and of their specific pricing. Private initiatives are therefore implementing. For example, it is the case for carpooling at the Institute of Technology of Lens, carsharing between the members of a same family or between neighbours. A walking school bus is being tested in the city of Courrieres (cyclotourists). Reflection is ongoing for serving peripheral employment areas, kind of industrial bus (workers from the CAHC).

4.7 Vision of structural planning projects

Four projects were selected: the Louvre-Lens museum, the registration of the mining area to the UNESCO World Heritage, the tramway project on the study area and the project of Lille metropolitan area. All were invited to give their views and rank the projects according to the importance they attached of these different projects.

These projects are mainly pointed at the city of Lens or other large centers of the territory. It is difficult for participants to imagine that these projects will affect smaller cities of the study area. Participants have a common vision of a redeveloping territory with major projects. However, their opinions are mixed on these ones.

“What concerns me is that we have some projects, but there are no large industrial projects.” (Retired people)

Overall, the Louvre-Lens generates excitement. Changes are immediately visible with embellishment work in the city of Lens. For disadvantaged people, it is inconceivable to go to the museum on their own (first group of disadvantaged people).

“We do not have the culture of going to the museum.” (Workers from the CAHC)

The tramway project set off suspicion: deformity of the landscape, noise from passing trains.

The inscription of World Heritage site by UNESCO is increasingly challenged. It is a pride for the children and grandchildren of miners (fourth group of disadvantaged people). For other population groups, the effect of registration is considered as non-existent (students from the Institute of Technology of Lens, second group of disadvantaged people).

4.8 Vision of sustainable development

All participants say they have some ecological sensitivity. However, they lead few actions going in this direction.

“I feel concerned with ecology in the sense that I do not want to live in a garbage. [...] Now, ecology is not accessible to any pocket either.” (Young people from Oignies)

Some people take on ecology. For example, some people choose to use the bike almost systematically and defend the right of bike users (cyclotourists). Other people participate in the environment committee at the development council of the CAHC (retired people).

For all participants, there are no specific actions in favor of sustainable development. These are mostly actions "strained": selective sorting of waste, composting, recovery of rainwater...

The application of the ecological sensitivity to individual mobility is not automatic. There is few modal shifts on sustainable modes or PT due to ecological purposes. The use of walking or PT is more constrained than chosen.

“I force myself to take the bus from time to time in the interests of ecology.” (Second group of disadvantaged people)

There is a need for sensitisation of the population.

“Elderly people sometimes also have difficulty to understand.” (Cyclotourists)

“Out of school, I see kids who throw their papers down and parents say nothing. Well done!” (First group of disadvantaged people)

5. Conclusions and policy implications

FGs conducted helped to clarify the problems of this particular territory:

- The absence of a mobility culture in line with the mining history of study area,

- A strong sense of attachment to their territory of birth along with the perception of a suffered territory, especially in the case of more disadvantaged people or elderly people, whereas University students felt like it was not an interesting territory, and were interested to move to other places in France if they had the opportunity.

- Vision of a well endowed with various services and equipments area, but stronger need to being turned to Lille particularly in accessing to the labour market,

- Possession of a driving license and a private car is extremely needed to access to employment opportunities, with many obstacles (especially financial obstacles),

- Problems in the organization of the PT in the territory (cost, opening hours, schedules, frequency, service) but TER appear effective for serving the largest centres of the territory,

- Difficulties and lack of culture of using the bike, hence people are forced to walk (especially the most vulnerable population). The former would not be a problem, and

rather an opportunity for a healthy living, if only small shops like groceries, butchers, markets, and leisure activities such as cinema, cafes, etc. around their neighbourhood were not closing or moving out of the area. Socially excluded people, had a positive image of the Louvre museum's opening, however, they had no clear intention of visiting.

Here are some solutions that could be implemented in the area. First, we can think of some improvements on the PT network (reductions in travel time, conversion of the two main bus routes into BHLS). Then, you can include aid for the obtainment of the driving license or the Highway code to help with search efforts or return to work (financial aids, aids for learning and understanding the Highway Code). There are also social vehicle loans for people wishing to return to employment. Transport authority may choose to provide more and better information about mobility services available in the study area (paper communication, education and learning PT, awareness of the PT network, better communication on specific rates for different populations). Another solution could be the strengthening of economic and leisure activities throughout the area to facilitate their access to the entire population.

More opportunities should be given to the people who want (or more realistically, "need") to have their driving license in order to access to employment alternatives. Thus financial support is necessary.

Car pooling programs should be better advertised in firms around the territory in order to reduce transport cost of employees. The government should enhance and promote other transport plans for enterprises through different schemes, which have proved to be positive for both the employers and employees. The Spanish publication from the IDAE {IDAE 2006 #577} is an example of how to manage these plans. These options could be better exploited when firms are located in major areas of economic activities.

Bike sharing schemes should start operating in this area, such as the one in Lille city (V'Lille), in order to promote soft modes of transportation, especially for younger people.

Economic activities, especially for retail shops, should be promoted by the local governments; otherwise people would be in an even more disadvantaged position to access their basic needs.

A clear and understandable publicity campaign for the territory regarding sustainable transport should be put into practice. It was astonishing the number of people (especially in a disadvantaged position) that did not use a monthly ticket but a single one every day, even if the former is naturally the cheapest option.

Finally, this research is very helpful to understand the territory and it brings about new opportunities, for example to improve public transport services, to improve the questions in the next HTS and finally, to better understand the territory for several field

actors. This research also suggests some policy implications to allow an area in urban regeneration to adopt a more sustainable mobility less focused on car use.

6. Acknowledgements

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589 [TABLES]

590 Table 1 – Results from the Household Travel Surveys from the Lens (2006) and Béthune (2005) zones

Place of residence	Main transport mode								Total
	Car driver	Car passenger	Urban public transport	Other public transport	Bike	two-wheeled motorized vehicle	Walking	Other	
CENTRE	0.41	0.17	0.02	0.01	0.02	0.01	0.35	0.01	1.00
URBAN POLE	0.43	0.19	0.02	0.01	0.02	0.01	0.31	0.01	1.00
SECONDARY POLE	0.45	0.20	0.02	0.02	0.02	0.01	0.28	0.01	1.00
INDUSTRIAL SUBURB	0.44	0.21	0.02	0.02	0.02	0.02	0.26	0.01	1.00
MIXED SUBURB	0.51	0.22	0.02	0.02	0.03	0.01	0.18	0.01	1.00
MIXED PERI-URBAN	0.54	0.22	0.02	0.04	0.02	0.01	0.14	0.02	1.00
PERI-URBAN	0.60	0.22	0.02	0.03	0.01	0.02	0.10	0.00	1.00
RURAL	0.73	0.14	0.01	0.01	0.00	0.00	0.05	0.06	1.00

591

592 Table 2 – Professional profile of people participating in the sessions

	Profession					
Focusgroup	Retirec	University S	Non-qualif	Qualified	Unemployed	Total
1	7	0	1	1	0	9
2	4	0	0	2	0	6
3	0	0	1	1	3	5
4	0	0	2	5	0	7
5	0	10	0	0	0	10
6	0	0	0	1	5	6
7	0	0	0	1	9	10
8	0	0	0	1	11	12
9	1	0	0	0	6	7
Total	12	10	4	12	34	72

593

Table 3 – Main characteristics of people attending the sessions

Variable	Description	Obs	Mean	Std. Dev.	Min	Max
Persons		76	5.2632	2.9119	1	12
Sex	Female=1	73	0.5479	0.5011	0	1
Age		70	37.3857	19.3550	17	87
Situation at home	Reference= Mother					
Father		73	0.1644	0.3732	0	1
Son/Daughter		73	0.2603	0.4418	0	1
Couple no children		73	0.0685	0.2543	0	1
Single		73	0.1644	0.3732	0	1
Others (like widow)		73	0.0548	0.2292	0	1
Family situation	Reference=With children younger than 5 years old					
With children between 5-12 years old		43	0.3256	0.4741	0	1
With children older than 12		43	0.1628	0.3735	0	1
No kids		43	0.3721	0.4891	0	1
Number of people at home	Reference=1					
2		69	0.2464	0.4341	0	1
3		69	0.1304	0.3392	0	1
4		69	0.2464	0.4341	0	1
5		69	0.1594	0.3687	0	1
6		69	0.0435	0.2054	0	1
Home property	Reference=Own property					
Rented		71	0.4789	0.5031	0	1
Other		71	0.1690	0.3774	0	1
Monthly economic resources	Per household					
Less than 1,000 €		61	0.2459	0.4342	0	1
1,001 - 2,000 €		61	0.1967	0.4008	0	1
2,001 - 3,000 €		61	0.0820	0.2766	0	1
4,001 - 5,000 €		61	0.0492	0.2180	0	1
More than 5,000 €		61	0.0656	0.2496	0	1
Driving License?	Yes=1	72	0.5139	0.5033	0	1
Car ownership	Yes=1	71	0.5211	0.5031	0	1
Moto ownership	Yes=1	62	0.0000	0.0000	0	0
Bike ownership	Yes=1	65	0.7231	0.4510	0	1
Main transport mode	Reference=Car-driver					
Car-passenger		73	0.0959	0.2965	0	1
Walking		73	0.3288	0.4730	0	1
Public transport		73	0.0822	0.2766	0	1
Bike		73	0.0274	0.1644	0	1
Transport costs per week	In Euro	45	20.1556	15.8171	0	60
Car necessity for activities	Yes=1	57	0.4561	0.5025	0	1
Monthly ticket pass	Yes=1	71	0.1972	0.4007	0	1
Occupation	Retired=1					
University student		72	0.1389	0.3483	0	1
Qualified worker		72	0.1667	0.3753	0	1
Non qualified worker		72	0.0556	0.2307	0	1
Unemployed		72	0.4722	0.5027	0	1

[FIGURES]

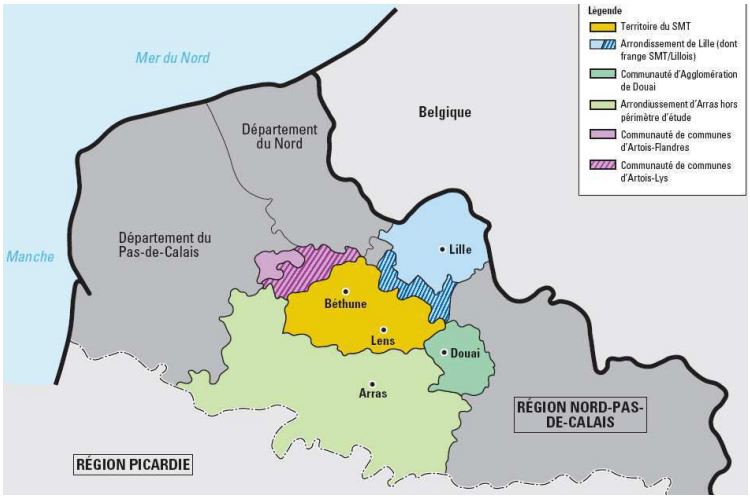
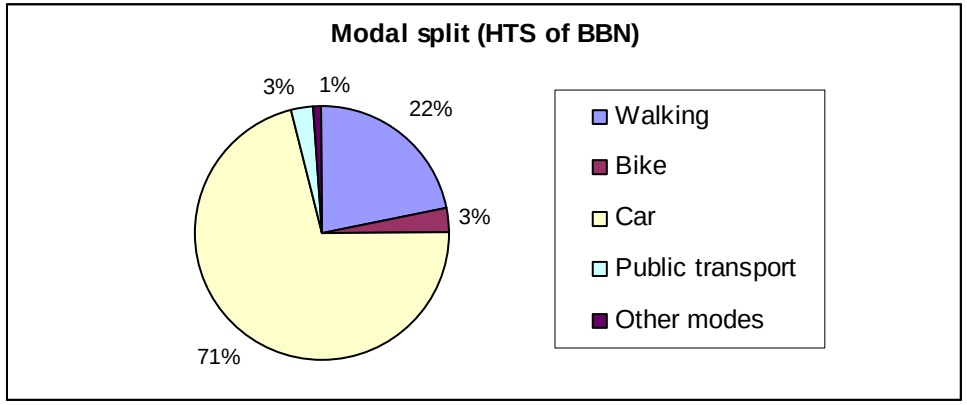
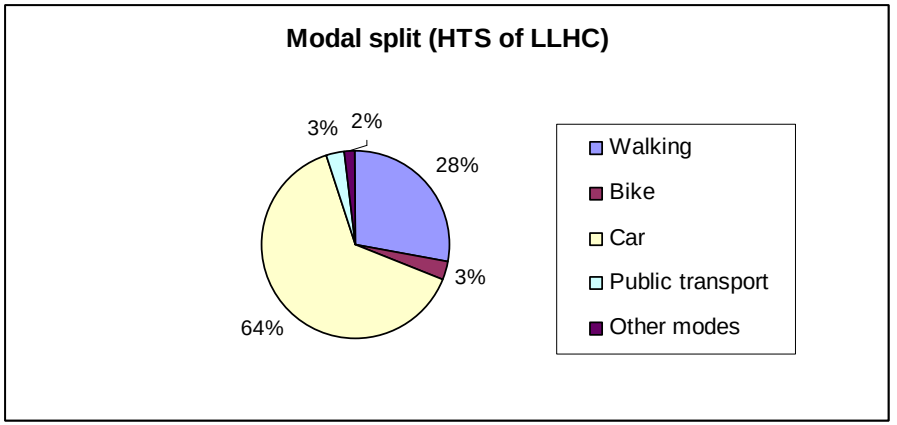


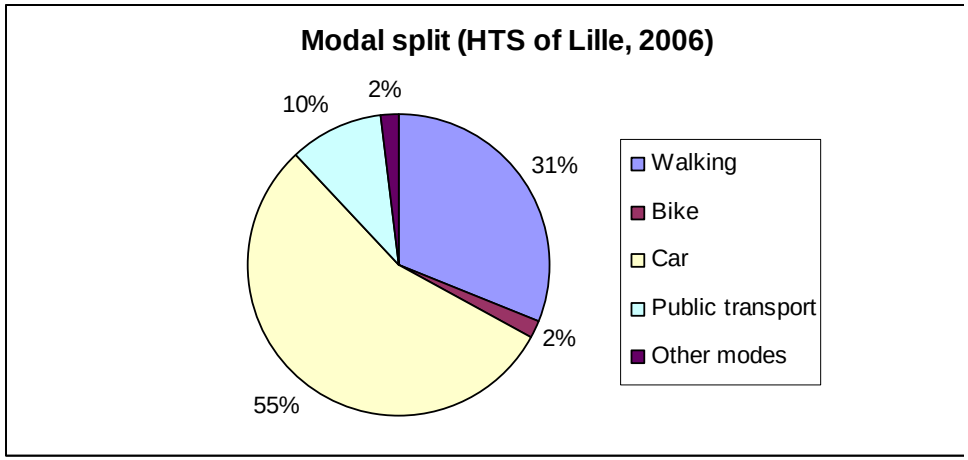
Figure 1 – The *SMT Artois Gohelle* area in the Nord-Pas-de-Calais Region



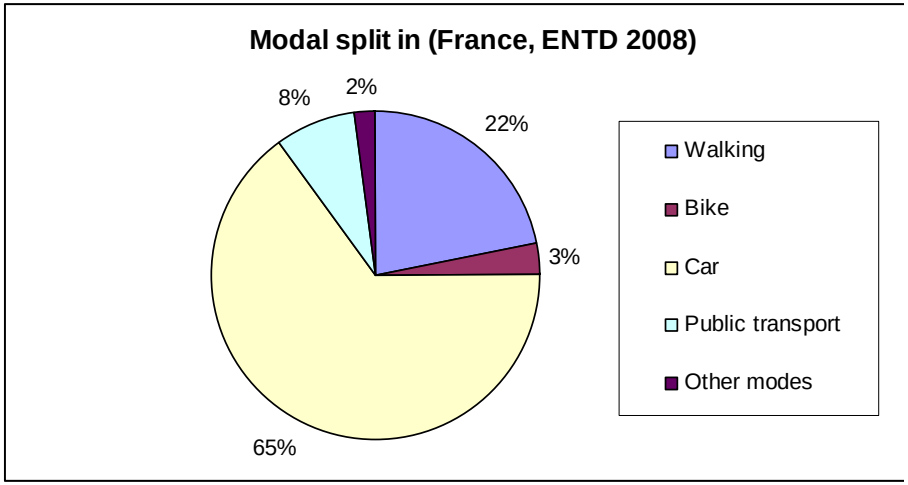
(a) Our study area: HTS of Béthune-Bruay_Noeux (2005)



(b) Our study area: HTS of Lens-Liévin-Hénin-Carvin (2006)



(c) Modal split in Lille agglomeration (2006)



(d) Average modal split in France (2008)

Figure 2 – Modal split: comparison between our study area, the agglomeration of Lille and the French case

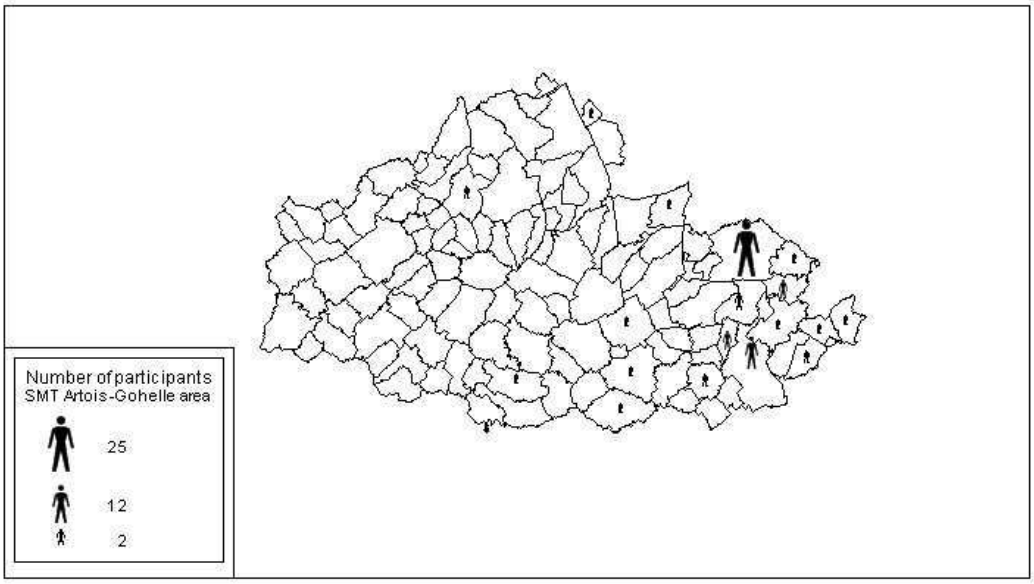


Figure 3: Distribution of the participants of the focus groups conducted

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